

JOINT TEST & EVALUATION PROGRAM OFFICE DISPLAY BOOTH GUIDE



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Introduction

Congratulations on volunteering to be part of the Joint Program Office exhibit. The JPO booth is a relatively portable and easily set up operation and provides a good backdrop to help educate conference/symposium attendees about the JT&E Program Office, its purpose, mission and services to the warfighters. You will find that your time spent at these conferences will be beneficial for you also. It will allow you to meet the COCOMs, warfighters and other interested parties and give you one-to-one feedback on the concerns and questions of the warfighters. In addition, these conferences and symposiums allow you the opportunity to see the newest technologies in Government and industry.



Conduct of Display

Secure the Booth

In most cases, the booth display boxes should be waiting for you at your assigned booth location. The JPO would have ensured that the display boxes are shipped to the proper conference location and assigned booth space. There may be times that shipping may have fouled up and the display boxes may be sitting near the loading/shipping dock of the exhibit hall. Check with the exhibitor services desk if you encounter any problems locating the booth.

Setting Up the Booth

(See Page 8 for Booth Assembly Instructions)

Schedules and Volunteers

After booth assembly, and before the conference starts, gather all the volunteers and review the conference schedule. This should include start/finish times, breaks, special events within the conference. It is a good idea to try to keep two people working the booth during show times. If you have more than four persons available, setting up a rotating schedule (shifts) works well and this allows individuals to also observe/participate in the conference. Contrary to popular belief, working a booth is not as easy as it looks or sounds. Standing for hours on end is very tiring and can be painful on the legs and feet. Therefore, ensure you have chairs available in the booth to rest between crowds of visitors.

Participation at the Booth

Remember that while participating at conferences and symposiums, that you are representing DOT&E. This participation also allows you to represent your individual Joint Test Program directly to the warfighters. The JT&E Fact Sheets provide valuable and current information about the JT&E Programs and a copy should be available to visitors to the booth. When visitors do come by the booth, you should meet them on your feet and offer a friendly greeting and ask if they would like to know more about the JT&E Program.

Giveaways

To help entice visitors to the booth, the JPO provides a selection of "giveaways" to give to people. These giveaways include small tokens imprinted with the JT&E Program Office Web address, copies of JPO Fact Sheets, and any brochures or pamphlets that may have been brought by booth volunteers from their respective Joint Test Programs. In addition, there is an audio visual presentation provided from an included laptop computer and flat screen monitor. This presentation is a self-running loop and runs in the background the duration of the conference. Test specific presentations may be loaded onto the laptop Computer. These presentations must be previously cleared by the Joint Program Office.

What to Wear

Generally, if you are a contractor supporting the JPO booth, business attire is appropriate. This includes suit or coat and tie. For women, appropriate attire includes business suit or other appropriate attire. Military personnel should wear their Class "A" uniform of their respective service. During setup and breakdown of the booth, comfortable work clothes are OK. In every case, comfortable shoes should be considered.

Nice to Have Items

Consider bringing: cell phone, pen, small pocket knife or leatherman type tool (for cutting packaging tape and doing "field expedient" repairs to booth if needed), your business cards, and your individual program brochures (if available).

Things to Consider

Booth Location

The best places in the exhibit hall are those near a major foot traffic entrance, near a large well know company exhibit(s), or a particularly noteworthy exhibit such as next to a public or government/military Public Affairs/Broadcasting exhibit. Many times, you will get “collateral” visitors who are within the range of these major exhibits. Consider also that if you are able to secure a location against one of the exhibit hall walls, you will have enough space behind your booth area to store your empty display boxes. This becomes a real timesaving advantage when the conference concludes and you are dismantling the booth. Otherwise, you have to wait for the exhibits services personnel to bring your booth boxes to you (this could be hours if you are at a large show).

Other Services at Your Booth Location

Typical furniture items that you should have at the booth should include, carpeting, at least two chairs, wastepaper basket, and electricity. Normally these items will be coordinated for by the JPO but if not, you will be able to secure these items through the exhibit services desk. Ensure that you have the proper credit card information from the JPO before you have to charge any services. When the conference concludes, send all copies of your receipts/invoices for services promptly to Mr. Korey Marable at the JT&E Program Office address (4850 Mark Center Drive, 10th Floor, Alexandria, VA 22311). In addition, notify by telephone Ms. Susan Wright at (601)634-4648 and give her a total cost that you charged for all services.

Packing Things Up and Shipping

When the show concludes and you get the go ahead to dismantle the booth, you will pack the display and ship it out. Ensure that you have one shipping label per box with you if you are using FEDEX or UPS and that you also have the plastic self-stick label holders that attach to the boxes. These labels are provided by the JPO. With JPO authorization, you may be able to ship the boxes using the conference exhibit services provided vendor. When packing the booth, take extra care to ensure you pack the booth carefully and don't rush the effort. Be aware of sharp edges within the boxes that may come into contact with softer display items such as the rolled backboards, graphics, and lights, laptop, and flat-screen monitor.

More Giveaways

Generally, you should have enough giveaways to get you through the duration of the conference. If you run short, contacting the JPO may help you get more. Otherwise, it may be prudent to “ration” giveaways to only those people who actually come to your booth genuinely interested in getting more information.

The Containers

The Booth Containers consist of three black plastic, one black fiberglass, and one white fiberglass (not shown) boxes. These Include:

- 2 (ea) approx 5' long rectangular boxes secured with nylon straps and end latches
- 1 (ea) approx 4' tall square trunk secured with latches and built-in combination latch/lock (combo is: 000)
- 1 (ea) approx 3½' square tall lay down trunk secured with latches and a separate padlock (combo is: 4850 (note that this combo is the JT& Program Office Building address))
- 1 (ea) 3' white fiberglass trunk contains giveaways and foam golf green with one golf club (putter) (Similar to inset photo)

Note: Each box weighs approximately 100 pounds and is equipped with wheels to aid in transporting (use caution when moving to prevent injury).



In The Boxes

Figure 1



The 4' tall square trunk

- Carpeted Backboards (rolled)
- Photo Backgrounds (rolled)
- Collapsible Metal Display Frame
- Metal Frame Supports (sections)
- Metal Banner Support (sections)
- Booth Lights (3) in foam padding (Figure 1)

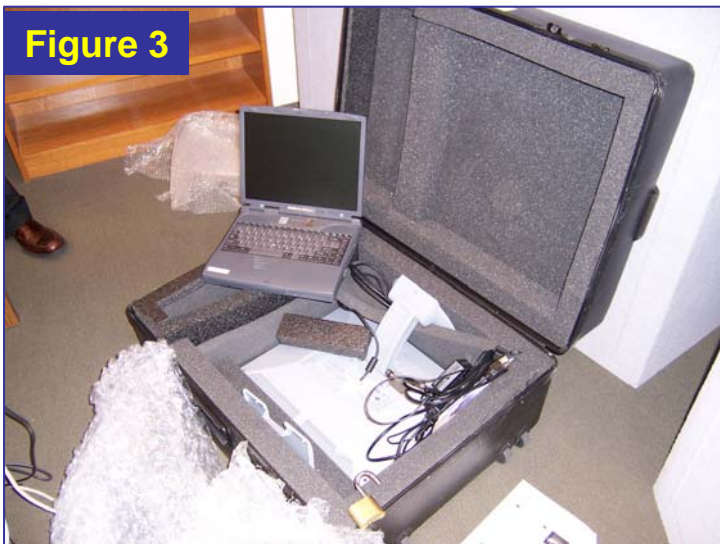
Figure 2



The 5' Rectangular Boxes

- Cabinet sections
- Photo Posters (Backgrounds)
- Cabinet Tabletops
- Cardboard Packing material (Figure 2)

Figure 3



The 3½' Rectangular Boxes

- Laptop Computer
- Flat Screen Monitor
- Cables/Connectors
- Extension cords/power strips
- Foam Packing materials
- JT&E Fact Sheets (or other literature as needed) (Figure 3)

Exhibit Booth Assembly Instructions



Assembly Section 1

Frame

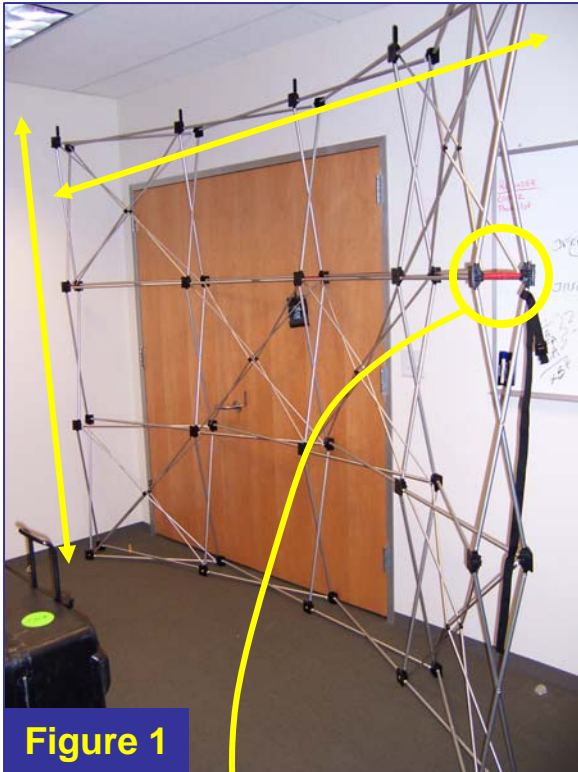


Figure 1

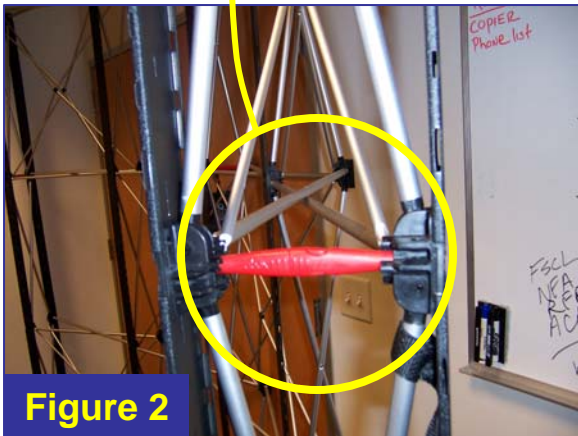


Figure 2

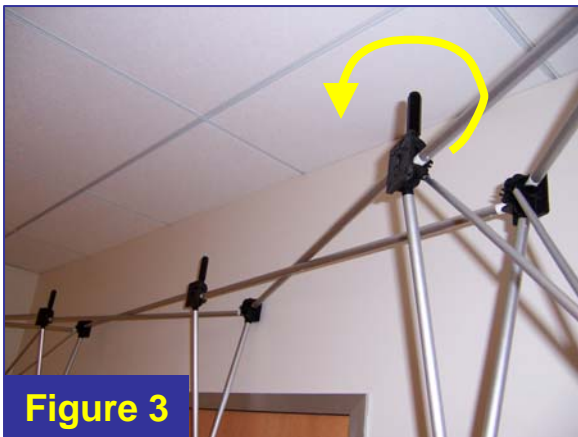


Figure 3

STEPS

- Extend the Collapsible Frame so that the concave face is toward you (in direction of the exhibit floor) (Figure 1)
- Snap together the red frame connectors. (Figure 2)
- Extend the light connectors at the top of the frame. (Figure 3)

Assembly Section 2

Frame Supports

Figure 1

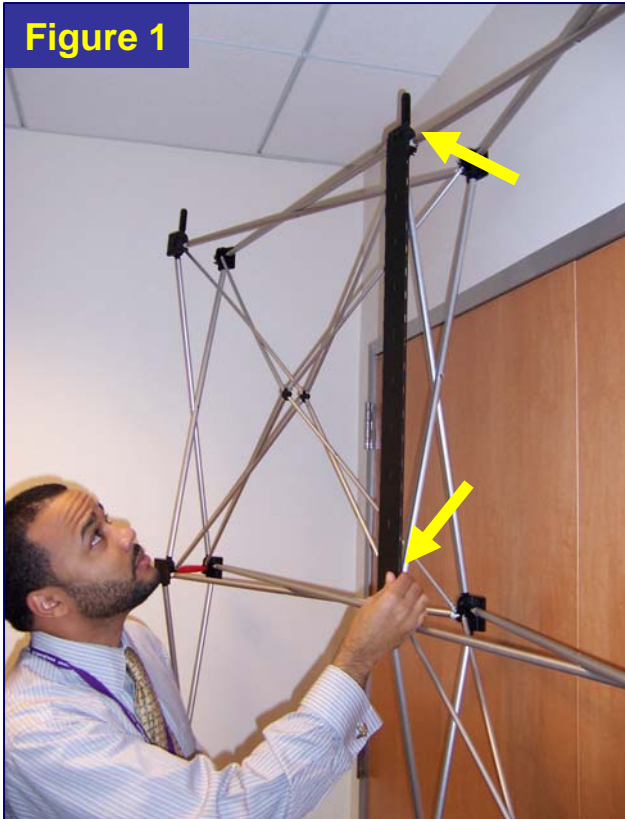
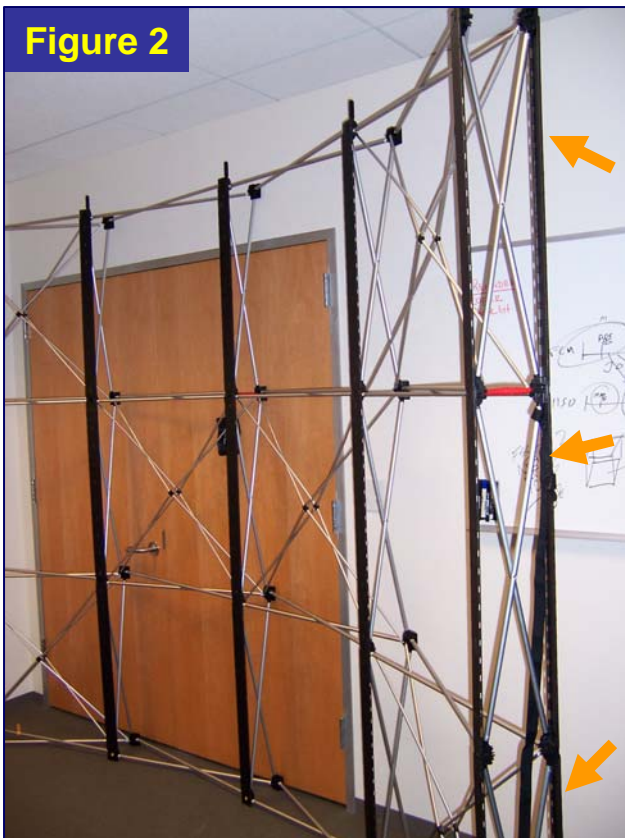


Figure 2



STEPS

- Attach the 21 frame supports by inserting the top end first then bottom. (Figure 1)
- Frame Supports attach to front face of frame and also the two rear frame-end backsides. (Figure 2)

Assembly Section 3

Panels

Figure 1



STEPS

- Hang the two large carpeted panels on the outer ends of frame. Panels hang by hooks from the top of frame. Note that all of the panels have magnetic strips running along the edges of the panel that hold panels to the frame supports. (Figure 1)

Figure 2



STEPS

- Hang the two large photo boards on the inner frame sections. Note that photo board with the Service Seals goes on the right side. (Figure 2)

Figure 3



STEPS

- Hang the two smaller carpeted end panels to the ends of frame. Note that you must roll the end panel to fit on front and back of frame. (Figure 3)

Assembly Section 4

Spotlights

Figure 1



Figure 2



STEPS

- Hang the three spotlights onto the light support posts on the top three center posts. Note that the lights should face front. Drape light cords over and behind the display frame. (Figure 1)
- Completed spotlights (Figure 2)

Assembly Section 5

Main Banner



Figure 1



Figure 2

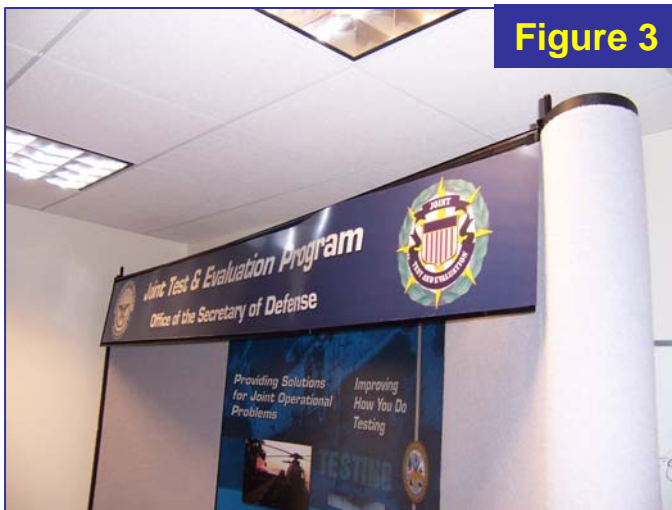


Figure 3

STEPS

- Assemble the main banner framework by sliding each section into each other then into the two U shaped end sections. Once assembled, lay banner frame on a flat surface. Note that the front of banner frame has velcro. (Figure 1)
- Carefully lay the banner panel on top of the banner frame by lining up the velcro edges. Press edges to ensure a secure fit. (Figure 2)
- Hang completed banner assembly from the two remaining end posts on top ends of display frame. (Figure 3)

Assembly Section 6

Cabinets



Figure 1



Figure 2



Figure 3



Figure 4

STEPS

- There are two separate cabinets. Each is marked on the inside panels as either “Cab 1” or “Cab 2”. Cab 1 is the longer cabinet and has its tabletop in two sections. Cab 2 is the shorter cabinet with a one piece top.
- Start at a corner with cabinet panels marked as A1, A2, B1, or B2. A1 attaches to A2 which attaches to A3 etc. Side panels are marked as B and can be used on either side. Panels attach to each other by a tongue and groove system that will be evident when placing each panel next to each other. (Figure 1-4)

Assembly Section 7

Cabinets (Continued)



Figure 1



Figure 2



Figure 3



Figure 4

STEPS

- Repeat the steps for the second cabinet. (Figures 1, 2, 3)
- Completed cabinets (Figures 4)
- Cabinets are typically arranged with the long cabinet across the front of the booth and the short cabinet parallel to the left side of the booth as you face it. (Figure 5)



Figure 5

- Individual JT&E Program posters can be placed in any appropriate pattern on the clear panel areas. The posters attach via the velcro mounted on back of each poster. Posters are also placed on the carpeted panels of each cabinet. (Figures 1, 2)

Figure 2

Joint Test & Evaluation Program
Office of the Secretary of Defense

JMACA
Providing Solutions for Joint Operational Problems

JCMD
Improving How You Do Testing

JCAS
The Joint Center for Supportability

JC2ISR
The Joint Element and Control, Intelligence, Surveillance and Reconnaissance (JC2ISR) Joint Test benefits the Joint Warfighter by validating the warfighter's needs and ensuring the Services National Academies to ensure joint testing JC2ISR and testing, intelligence, and surveillance, and the process, method, and dissemination information to support the warfighter's needs.

JUAV
The Joint Unmanned Aerial Vehicle (JUAV) Joint Test provides the warfighter with platform-independent test results, intelligence, and information for time-sensitive data collection.

Poster Locations

Assembly Section 9 Finishing Touches

- At this point you have completed the booth setup. Final items include placing the flat-screen monitor and laptop computer on the tabletop, laying out the Fact Sheets, brochures, your business cards, and giveaways.
- To start the JT&E Slideshow on the laptop computer, look for the Booth Display Conference Icon on the desktop screen, double-click it and then select “slideshow” at the Powerpoint menu.



Packing the Boxes When the Show is Over

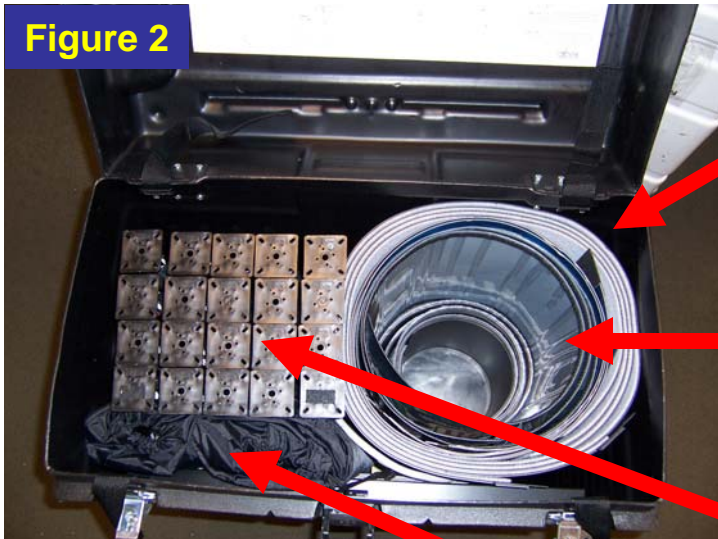
Figure 1



The 4' tall square trunk

- Carpeted Backboards (rolled)
- Photo Backgrounds (rolled)
- Collapsible Metal Display Frame
- Metal Frame Supports (sections)
- Metal Banner Support (sections)
- Booth Lights (3) in foam padding (Figure 1)

Figure 2



Rolled Carpeted Backboards

Rolled Graphics placed on the Inside of the carpeted sections (Figure 2)

Collapsed Framework (Figure 2)

Figure 3

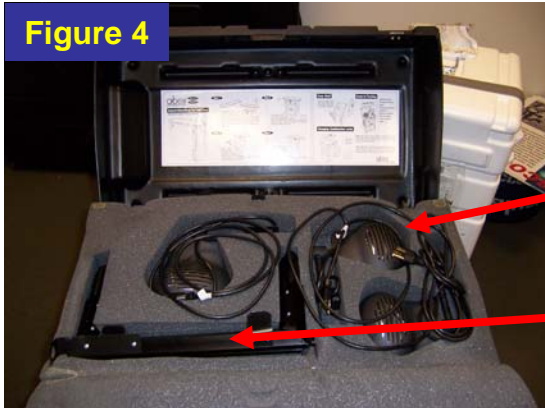


Metal Frame supports and any additional accessories (Figure 2)

Completed Box ready for Foam top section to be placed on top (Figure 3).

Packing the Boxes When the Show is Over

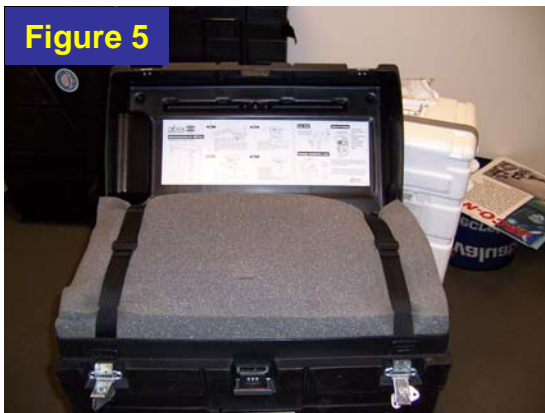
Figure 4



Foam Top Section

- Lights (3) (Face down into Foam)
- Metal Banner Frame (folded) (Figure 4)

Figure 5



Foam Top Section Packed and Strapped
(Figure 5)

Figure 6



The 5' Rectangular Boxes

- Cabinet sections
- Photo Posters (Backgrounds)
- Cabinet Tabletops
- Cardboard Packing material (Figure 6)

Figure 7



The 3½' Rectangular Boxes

- Laptop Computer
- Flat Screen Monitor
- Cables/Connectors
- Foam Packing materials
- Remaining Giveaways
- Extension Cords/Power Strip
- Carpet & Duct Tape (Figure 7)

Points of Contact

- Overall Conference Schedules/Coordination/Logistics
(703)681-5497
- JT&E Post Conference Service Fees POC
(601)634-4648
- Booth/Conference Operations/Procedures Guide
(240)237-4739

